

**CUSTOMER NO.: 24498**  
**Serial No.: 10/018,070**  
**Office Action dated: March 17, 2009**  
**Response dated: 06/11/09**

**PATENT**  
**RCA 69,470**  
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**JUN 11 2009**

**Applicants:** Wanda Green Thompson et al.  
**Serial Number:** 10/018,070  
**Filing Date:** October 25, 2001  
**For:** ADVERTISEMENT SELECTION BASED ON USER ACTION IN AN ELECTRONIC PROGRAM GUIDE  
**Examiner:** Fred H. Peng  
**Art Unit:** 2426

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**AMENDMENT AND RESPONSE TO OFFICE ACTION**

**Mail Stop: AMENDMENT**  
**Commissioner for Patents**  
**P.O. Box 1450**  
**Alexandria, Virginia 22313-1450**

**Sir:**

In response to the Office Action dated March 17, 2009, for which a response is due June 17, 2009, please enter the following amendments and Remarks/Arguments in the above-identified application.

**Listing and Amendments to the Claims begin on page 2 of this paper.**

**Remarks/Arguments begin on page 6 of this paper.**

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**Total Pages: 9**

**CERTIFICATE OF TRANSMISSION**

I hereby certify that this correspondence is being transmitted, Via Facsimile, to the United States Patent and Trademark Office, Mail Stop: AMENDMENT, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on:

*June 11, 2009*  
Date

*Patricia M. Fedorowycz*  
Signature